



Hannah Eldeen

City, State A, Alternatively State B or State C
(###) ### - ####
email@email.com
Linkedin.com/profile
Link to profile page 1
Link to introductory video
Link to profile page 2

Executive	19y Work Exp.	4 Awards	40+ Projects	100+ Clients
-----------	---------------	----------	--------------	--------------

Purpose Learn new ways to advance business goals in a constantly evolving technological landscape

Skills

- Solid track record of managing lifecycle of marketing/PR budgets
- Experiment constantly to identify and refine acquisition channels and optimized conversion funnels
- Managing data-driven engagement efforts and marketing strategies across a diversity of platforms
- Leading UX design process throughout iterative product development lifecycle
- Analytical approach to complex problems
- Creating competitive intelligence assessments with business implications and actionable strategic recommendations
- Strong background in channel partners support and building partner communities
- Define and report on KPIs and goals related to acquisition
- Communicating technical concepts, inspiring and empowering strength in my teams
- Constantly seeking digital innovation and speaking to such topics
- Implementing consistent user awareness program using H.E.O. methodologies
- Active product evangelist built on a complimentary company culture of empowerment and trust

Experience

2017 - PRESENT

Global Head of Growth Analytics / Company A

Built and implemented technical digital marketing and communications products and universal strategy supporting hyper-converged infrastructure competition

Managed global editorial team, and content creation and communication strategies / relationships with clients including Client A, Client B, Client C, Client D, Client E and Client F

Presented marketing strategies to senior management to drive ROI and re-engineer sales and social operations, generating \$2MM+ in annual revenue

Developed and drove an effective portfolio of technical marketing products and programs that improves the efficiency and effectiveness of successful global channel partner programs

2013 - 2017

Chief Marketing Officer / Company B

Optimized \$100MM+ retail company's advertising spend by media type through multivariable regression analysis; exceeded target growth by 15% (telecommunications)

Crafted strategic plan for a major client with revenues >\$40B through insights from market trend analysis, organizational effectiveness diagnostics, competitive innovative trend insights and interviews with senior stakeholders

Prototyped new retail environments in Unity

Designed E-commerce strategies for current brands looking to grow online

Optimized customer retention budget allocation of the marketing spend of \$10MM across US

Generated insights on customer churn and renewal rates from data tables created by H.E.O. methodology

Co-created a community of 6,000+ retail executives

2008 - 2017

Chief Content Strategist / Company C

UX designer for all app/web projects including redesigns and new fresh-starts

Harnessed traditional and disruptive marketing techniques to help medium brands grow into powerful ones

Employed a broad spectrum of all aspects of content, strategy and analytics

Managed media relations by drafting press releases and pitching stories to journalists and influencers

Successful media placement in business, social media paid ads and advertising trade publications contributed to a 35% increase in new leads

Created content and copy for social media channels (Twitter, Facebook, Product Hunt, and Instagram) and email newsletter; assessed customer response to create targeted messaging and inform future content; social media following grew 115%+ organically for our client

Implemented a pre-launch waitlist, leveraging a referral program that encouraged users to share the product on social media; resulted in 5k+ signups at launch

Managed affiliate campaign in cohesion with traditional marketing

9X Google certified specialist and Google Certified Advertising Partner agency managing client spend over \$350k monthly

Previous Experience

- 2016 - Present Founder Graphic Design @ Company D
- 2010 - 2012 VP of E-Commerce & Communications – City @ Company E
- 2008 - 2010 SEO Marketing & Social Engagement Director @ Company F
- 2008 - 2009 CTO & Analytics & Web 2.0 Director @ Company G

Education

1995 - 1999

Comm. & Cultural Anthropology / University A

Focus on the psychology and study of persuasive and emotional interaction through human evolution

2012 - 2013

Technology Entrepreneurship / University B

Additional Education

- Specialization: (6+ Courses) - Managerial Economics and Business Analysis

University C

- Data Science Toolbox

University D

- Philanthropy University - Social Sector Leadership (7) Certified Specialization

University E

- Intro to Corporate Finance

University F

- Valuation: Alternative Levels

University G

- Intro to Finance

University G

- Chinese for Beginners

University H

- An Advanced Introduction to Marketing - Certification Received

University I

- Scaling Up Your Venture Without Screwing Up

University B

- Accounting & Finance

University B

- Mobile Health Without Borders

University B

- Game Theory I & Game Theory II: Advanced Applications

University B

- Programming Cloud Services for Android Handheld Systems

University J

- Design Thinking Action Lab

University B

Certifications & Specializations

- Google Certified Partner Agency – Adwords, Analytics, Digital Sales, Mobile
- Facebook Marketing Partner Agency
- Bing Ads Accredited Professional
- Pragmatic Marketing Certified PMC-II
- Product Marketing & Management
- Salesforce Admin (in-progress)
- Apple Developer
- Agile / Waterfall/Scrum

Speaker

- SXSW
- Shop.org
- Social Media Club
- Startup PHX
- Boston Podcamp
- Wordcamp Las Vegas
- Phoenix Podcamp

Key Success Stories Clients

- **Channel Partners:** DevOps & Hype Converged Infrastructure
Client A, Client B, Client C, Client D, Client E, Client F, Client G, Client H, Client I, Client J, Client K, Client L, Client M, Client N, Client O
- **High Tech and Mobile Development**
Client A, Client B, Client C, Client D, Client E, Client F, Client G, Client H, Client I, Client J, Client K
- **Biomedical / Pharmaceutical**
Client A, Client B, Client C, Client D, Client E
- **Consumer Brands**
Client A, Client B, Client C, Client D, Client E, Client F, Client G, Client H, Client I, Client J, Client K, Client L, Client M, Client N, Client O, Client P, Client Q
- **Non-Profit / Philanthropic**
Client A, Client B, Client C, Client D, Client E, Client F, Client G, Client H
- **Luxury Brands**
Client A, Client B, Client C
- **Media / Marketing Brands**
Client A, Client B, Client C, Client D, Client E, Client F, Client G, Client H, Client I

Technology Portfolio

- **UX related**
Adobe Creative Suite, Indesign, Photoshop, Illustrator, Lightroom, Bridge, Sketch, Invision, Lucid Chard, Cacao
- **Data analytics and BI platform**
Google 360 Analytics, Tableau, Adobe Analytics, Informatica, Tableau, Google Data Studio, BigQuery, SQL, Zapier, Looker, Mixpanel, Amplitude
- **Web based research**
Heap, Moz, Raven, Kiss Metrics, Crazy Egg, Optimizely, Lead Pages,
- **DevOps**
Amazon Web Services, Salesforce Developer, Google Big Query, SQL, API, Segment Analytics, Aha, other Agile PM softwares
- **CRM**
SalesForce, MavenLink, Marketo, SharpSpring, Act-on, Mailchimp, Mandrill
- **Financial**
Stripe, Xero, Excel
- **Developer**
HTML, CSS, PHP, Ruby, Rails, Swift, Python, C++, Perl, Python, React, R, Unity

Accolades

- **Top Technology influencer/blogger** @ Association A 2014
- **Publication A** Top CTO in City Finalist 2017
- **Publication A** Top 35 under 35 in Technology award winner
- **Publication A** Technology Leadership Nominee 2017
- **Association B** City Chamber of Commerce 2012 & 2014
- **School of Business** Award Title for 2014 Nominee
- **Association C** Nominee 2011 & 2014